

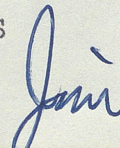
ivy newsletter

PHILADELPHIA: 71 AUGUST
LETTER #45

Dear IVY People:

1. I met with John Hanson, who is heading up the Radio Division of NEAS, this past weekend. Enclosed is a composite Xerox of the cover of the new rate card, John's letterhead (which is tailored exclusively for repping us), and a post card which was sent out to many hundreds of ad agencies nationwide (a similar mailing several summers ago cost IVY several hundred dollars). John also reported to me on the many calls he has made with the various agencies. Allegheny looks bad because the airlines are ending the youth fare upon which the IVY campaign was based. (John has argued to them that students still must fly home...we will have to wait and see.) Newsweek is in for the Fall. Bud has not been signed yet. Burt Condie claims that Bud can't meet its production demand and consequently doesn't need its college ads. We argue that the long relationship with Bud and Ivy makes it imperative that they keep us on the schedule, that college students will be drinking Bud all their lives. Burt says, at worse, he will be off for the Fall and back on in the Spring. I am going up to NYC personally to see Burt, besides John calling on him. I hope that our long relationship with Bud will prevail. In this, as with other accounts, John urges restraint in predicting sales. John feels that the college radio market is going to take time to build a reputation for effectiveness nationwide, but that the time is coming.
2. SRDS now lists "NEAS Radio Division" as our representative. I do not want to cause extra expenses, but when you revise your rate cards (get them reprinted) you might change "Member: IVY Network; Representative: Harold Segal" to "Member: IVY Network; Representative: Radio Division NEAS."
3. Billing procedure for the Fall is shaping up as follows: Billing months: from the 25th to the 25th. Send affidavits immediately to Charlie (but no later than the 1st). He puts together the IVY bill and composite affidavit by the 5th. He sends same to NEAS who put cover on it and send to advertising agency. We hope to get paid within one month this way...alot faster than it has been. NEAS assures us that the advertiser will immediately pay their bills. Also, if stations are late with their affidavits, NEAS says that the advertisers will honor the bill for the proportionate number of spots run on the stations sending affidavits, no matter which stations they are. This should keep the cash flow alot more manageable.
4. Chas has cleared up our debts to Xerox and SRDS. He still has not completed checks for the Spring...but they should be done as soon as we both get together in N.H.
5. It has been suggested that the IVY people might like to get together this Fall for some informal programming or sales conferences. Harlow Segal has offered at various times to conduct a local sales conference. Stations might like to get together to play tapes of air product and discuss production, etc. Any thoughts on these two ideas would be appreciated. Just jot on post card (you might simply say "Yes to Sales" "No to Programming" "Any weekend this fall" "Only if its in Ithaca" or whatever.

THANKS



MEMORANDUM FOR THE DIRECTOR
DATE: 10/1/54

Dear Mr. Tolson:

1. I met with John Hanson, who is heading up the Radio Division of the FBI, this past weekend. He enclosed a composite letter of the cover of the new rate card, John's letterhead (which is tailored exclusively for reporting), and a post card which was sent out to many hundreds of agencies nationwide. John also reported to several members and cost the various agencies. John also reported to me on the many calls he has had with the various agencies. He said that because the situation was coming the month from when the FBI campaign was based. John has agreed to let that statement still must fly. He will have to wait and see. However, in the fall, he has not been able to get. But John also claims that he can't meet its production demands and consequently doesn't need its college aid. He argues that the long relationship with the FBI makes it imperative that they keep as on the schedule, that college students will be continuing and all their lives. But says, at worst, he will be out for the fall and back on in the spring. He is going up to 100 personally to see how he can get back on in the spring. I hope that our long relationship with and with the FBI is still on. In this, as with other accounts, John argues continuing in production sales. John feels that the college radio market is going to take a while to build a reputation for effectiveness nationwide, but that the time is coming.

2. John also states that Radio Division is our representative. I do not want to cause extra expense, but when you receive your rate cards, let the representative, not the change. The representative, Radio Division, is the one to handle.

3. I think procedure for the fall is shaping up as follows: Bill is working from the 20th to the 25th. Some activities are scheduled to begin (but no later than the 25th). He puts together the FBI bill and so positive activity on the 25th. He seems to be who will cover on it and send to advertising agency. He goes to get paid within one month, this way. After that, he will be in. He assumes that the revenue will be paid by the 15th. He says that the advertisers will honor stations and live with their bills. He says that the stations sending bills will be the bill for the proportionate number of spots run on the station's sending bills. He says that the stations should keep the cash flow for some time.

4. John has offered up our dates to look and that. He still has not completed checks for the Spring...but they should be done as soon as we both get together in...

5. It has been suggested that the FBI people might like to get to know this bill for some informal programing on radio conferences. John feels that a letter at various times to conduct a local radio conference. Stations with like to get together to play tapes of the record and discuss production, etc. He suggests on these two items would be appreciated. That got on post card (you have already pay to call). He to programing. He says that this bill is only in its in March or whatever.